Arkansas CTE

Business and Marketing Technology: Tourism Industry Management

Demonstrate career readiness and employability skills. 1.1	**1** Conduct research and secure information about careers in the tourism industry. 1.1.1
	2 Prepare a resume and cover letter, letter of application, follow-up letter, acceptance/rejection letter, and letter of resignation. 1.1.2
	15 Diagram a career ladder for the selected travel and tourism occupation. 1.1.15
Demonstrate communication skills 1.3	**1** Demonstrate effective communication: verbal, nonverbal, written, and electronic. 1.3.1
	4 Demonstrate ability to speak effectively to customers, co-workers, supervisors and vendors using proper grammar and terminology. 1.3.4
	7 Compose unified and coherent correspondence, directions, descriptions, explanations, and reports, business letters, memos, and e-mails. 1.3.7
Demonstrate proficiency in applying mathematical skills. 1.4	**2** Apply problem-solving techniques to sales related transactions including cash, checks, debit cards, credit cards and discounts. 1.4.2
	7 Apply mathematical concepts to completing purchase orders, invoices, packing slips and shipping and handling charges. 1.4.7
	9 Operate 10 key adding machine and calculator. 1.4.9
Explain economics fundamentals. 2.1	**1** Describe the concept of economic goods and services. 2.1.1
	5 Illustrate and explain the concept of supply and demand. 2.1.5
	6 Illustrate the multiplier effect. 2.1.6
	7 Illustrate the concept of price. 2.1.7
	8 Illustrate the concept of profit. 2.1.8

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	11 Demonstrate the concept of competition 2.1.11
	13 Explain the concept of productivity. 2.1.13
Analyze and discuss economic systems. 2.2	**1** Compare types of economic systems. 2.2.1
	2 Compare the relationship between government and business. 2.2.2
	5 Identify the components of gross national product (GNP) and gross domestic product (GDP). 2.2.5
Explain marketing fundamentals. 3.1	**2** Explain the relationship of marketing to business and the economy 3.1.2
	3 Compare and contrast the types of business ownership. 3.1.3
Explain the importance of market research and demonstrate the market research process. 3.2	**2** Describe market segmentation. 3.2.2
	4 Illustrate the importance of keeping up with the current marketing ideas, new markets, and new technology. 3.2.4
	5 Explain how the implications of social and economic trends might affect the travel and tourism market. 3.2.5
	7 Develop a guest survey that could be utilized by a travel/tourism business and explain how the business would handle guest feedback. 3.2.7
Discuss and demonstrate selling techniques used in the travel and tourism industry. 3.3	**3** Identify an effective sales presentation, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open a sale; feature-benefit analysis; closing the sale; and suggestion and substitution selling. 3.3.3
Discuss and demonstrate advertising and promotion concepts and skills. 3.4	**4** Explain how to implement public relations programs to promote features of business. 3.4.4
	7 Compare the impact of direct mail, print, cooperative and internet advertising. 3.4.7
	8 Explain the differences among public relations, goodwill and personal setting. 3.4.8
	9 Explain pricing strategies and competition including fee-based pricing. 3.4.9
	10 Compare the unethical practices of bait-andswitch and its relationship to lowest price and volume. 3.4.10
Un Skip to main content **organizational structure**	**'race** evolution and development of the travel and tourism industry. 4.1.1

and functions. 4.1	**4** Analyze functions of travel and tourism industry. 4.1.4
	6 Describe management functions applied to travel and tourism services. 4.1.6
Perform general travel and tourism duties. 4.2	**1** Perform duties of the office manager in smaller establishments. 4.2.1
	5 Maintain high standard of customer service demonstrating prompt attention to customers, building rapport with customers to create an overall positive experience for the customer. 4.2.5
	6 Inform customer of proper travel documents 4.2.6
	10 Display proper telephone communication techniques. 4.2.10
	17 Maintain cordial, courteous, cooperative attitude with customers. 4.2.11
	19 Examine ADA and understand accommodations under ADA for physically and mentally challenged and how to arrange for services including facilities, service animals, etc. 4.2.19
Provide Customer Service Information 4.3	**1** Provide customer information assistance. 4.3.1
	2 Identify and give directions to local tourist attractions. 4.3.2
	8 Provide information on current community events. 4.3.8
Process Reservations 4.4	**1** Define agency terms and travel vendors, product lines and commissions. 4.4.1
	2 Define channel management and explain its effect on probability. 4.4.2
	4 Compare the Professional Associations Computer Reservations Systems and other industry resources. 4.4.4
	5 Identify information required to sell airline space, hotel space, tours, cruise and ground transportation. 4.4.5
	9 Explain requirements for obtaining passport and visa. 4.4.9
	11 Conduct proper interaction with computerized reservation systems such as SABRE, APOLLO, System One AMADEUS, Worldspan. 4.4.11
Examine the principles of convention management and services. 4.5	**1** Compare the scope and segments of the convention market. 4.5.1
	4 Identify factors affecting convention site selection. 4.5.4
	6 Identify the sales process. 4.5.6
	dentify convention-servicing requirements. 4.5.8

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Examine the principles of sports and adventure travel. 4.6	**3** Compare customer service/marketing mix. 4.6.3
	9 Explain financial aspects of marketing 4.6.9
	10 Compare professional and managerial considerations. 4.6.10
Exhibit understanding of maintaining customer accounts. 5.1	**2** Explain markups on arrangements for groups or fixed-income transactions. 5.1.2
	3 Explain credits on contracts with Customer Reservations Systems for making bookings through the computer. 5.1.3
	4 Explain the use and handling of vouchers issued by the agency. 5.1.4
	7 Perform cashier duties and handle check-out procedures by following policies and procedures. 5.1.7
Examine and discuss the meaning and importance of maintaining correct financial records and statements. 5.2	**1** Analyze current principles, practices and scope of the travel and tourism industry. 5.2.1
	3 Define gross sales, net income, and profit. 5.2.3
	4 Identify the books and records maintained by a hospitality business. 5.2.4
	11 Understand accounting transactions between organizations and suppliers. 5.2.11
	12 Identify miscellaneous income from passport photographs; travel guides, luggage, travel accessories, and anything else the organization may provide. 5.2.12
Explain human resource planning in travel and tourism. 6.1	**9** Name the types of employee records maintained by a travel agency 6.1.9
Apply and maintain security and safety procedures. 6.2	**1** Demonstrate general safety practices. 6.2.1
	2 Demonstrate security practices. 6.2.2
	6 Develop and maintain a program for staff security. 6.2.6
	9 Establish and apply appropriate procedures during a robbery. 6.2.9
Apply management and administration skills. 7.1	**1** Identify the opportunities and responsibilities of a career in the travel and tourism industry. 7.1.1
	4 Compare alternative forms of travel and tourism business organizations including proprietorships, partnerships, corporations and franchises. 7.1.4

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	6 Identify why team building is a high priority to many travel and tourism organizations. 7.1.6
	14 Identify work improvement concepts 7.1.14
	15 Describe the supervisor's role as a change agent. 7.1.15
Exhibit technology skills using computer systems, software and the Internet. 7.2	2 Describe the types of software generally used in the travel and tourism industry. 7.2.2
	4 Explain the ticket function of an automation system. 7.2.4
	7 Explain data processing concepts and define important automation terms. 7.2.7
	11 Explain the use of internet listservs and usernets for discussing industry topics. 7.2.11
	13 Identify the impact of the internet on the travel and tourism industry and describe Websites that can provide current information about the travel and tourism industry. 7.2.13
	14 Explain the importance of the Internet as a research tool to quickly answer customer's questions involving weather, sightseeing options, hotels, car rentals, restaurants, documentation requirements, theatres and parks. 7.2.14
	16 Research how to select a location for a travel and tourism operation. 7.2.16
Analyze the laws that affect the travel and tourism industry. 7.3	1 Evaluate different modes of travel and careers available. 7.3.1
	2 Explain the impact of federal deregulation of the airlines. 7.3.2
	3 Compare the current effects of deregulation on airlines, travel agencies, and consumers. 7.3.3
	4 Describe the rules and regulations as they apply today for each mode of travel. 7.3.4
	6 Define passenger rights and responsibilities. 7.3.6
	7 Define the ticket as a contract. 7.3.7
	8 Contrast the implications and effects of default, overbooking and bumping, cancellation and delays and liability for baggage. 7.3.8
	9 Explain the rules of international travel including entry documents such as proof of citizenship, passports, visas, and tourist cards. 7.3.9
	Compare custom regulations involving articles free of U.S. Duty Tax, personal exemption, forbidden and restricted items and duty-free ports. 7.3.10

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Examine and explain the principles of entrepreneurship. 7.4

3 **Compare the advantages and disadvantages of business ownership.** 7.4.3

8 **Develop a plan for opening a business.** 7.4.8

9 **Compare the advantages and disadvantages of home-based business.** 7.4.9